



March 2004

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TRADE NEWS is the monthly newsletter of the U.S. Commercial Service, U.S. Dept. of Commerce in North and South Carolina. It is distributed by email. To correct, add or delete an address, send complete contact information to the Columbia USEAC at the email address or fax # above.

Trade News

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U.S. Commerce Report on Manufacturing in America - To help identify the challenges facing the American manufacturing sector, the U.S. Department of Commerce held over 20 public roundtables during 2003. The discussions included representatives from small, medium, and large companies from a range of industries. The Department also studied official data that helped gauge the health of the manufacturing sector. In January, Commerce issued an 88-page report that 1) provides an overview of the domestic and international economic environment facing American manufacturing, 2) highlights the expressed views of manufacturers regarding the challenges they face and 3) advances policy recommendations to help ensure that government is creating the conditions necessary for U.S. manufacturers to maximize their competitiveness. The recommendations represent a step toward crafting the strategy to help address the challenges facing American manufacturers. The full text of *Manufacturing in America* is available for downloading as an Adobe Acrobat file from the Commerce Department's web site at www.commerce.gov/DOC_MFG_Report_Complete.pdf. Printed copies of the report are available for purchase from the U.S. Government Printing Office for \$12 each, including shipping. To purchase a copy, visit the U.S. Government Online Bookstore at <http://bookstore.gpo.gov> or call the GPO sales desk toll-free at (866) 512-1800. Ask for publication number 003-009-00732-1.

The Advocacy Center - Leveling the Playing Field for U.S. Businesses Competing Internationally

- The U.S. Department of Commerce's Advocacy Center was established in 1993 to help U.S. companies pursue and win foreign government commercial opportunities with the help of a network of U.S. Government officials based in Washington and around the world. The program operates by augmenting a company's project or procurement proposals with supportive phone calls, letters, faxes, and face-to-face meetings—at appropriately high levels—to ensure full and fair consideration of U.S. business interests by foreign government decision-makers. In addition to the Center's continued role as advocates in leveling the playing field for U.S. businesses abroad, the Advocacy Center has recently entered into a Memorandum of Understanding (MOU) with the Export-Import Bank of the United States (Ex-Im) as well as begun to implement the Early Project Development initiative. The MOU allows the Center to engage Ex-Im under an expedited review process on a potential letter of intent, which, if issued, is sent alongside the company's proposal as they bid on these business opportunities. This brings to bear the financial support of the U.S. government at the outset of the project, making the proposed bid more attractive because of the certainty of financing and augmenting our efforts to become involved as early as possible in advocacy projects. The EPD initiative will provide exporters the same strategic, coordinated U.S. support that foreign governments routinely provide to their companies in pursuit of these major opportunities. For more information, call (202) 482-3896, send a fax to (202) 482-3508, or visit the Center's website at www.trade.gov/advocacy.

New CE Mark Guide On-Line - The U.S. Department of Commerce International Trade Administration has produced a web-enabled guide to help U.S. exporters comply with the requirements of the European Union's CE mark. The CE mark shows that a company has met the health and safety requirements for a product to be sold in much of Europe. The CE mark affects about half of U.S. exports to the EU or approximately \$80 billion worth of merchandise. The guide provides step-by-step instructions for U.S. manufacturers and exporters to navigate the CE mark certification process as well as other useful information for companies complying with CE mark requirements. The CE mark guide is available at http://www.ita.doc.gov/td/tic/ce_mark/ceindex1.htm.

Asia Now Online Service - The U.S. Commercial Service (USCS) invites U.S. firms to visit its "Asia Now" online resource center. The site brings together the resources of USCS offices in 14 Asian countries and its Export Assistance Centers across the U.S. to provide firms information on regional trade events, USCS services, and market research. Log on to www.buyusa.gov/asianow/ for the following export markets: Australia, Indonesia, Philippines, Thailand, China, Japan, New Zealand, Vietnam, Hong Kong, Korea, Singapore, India, Malaysia, and Taiwan.



FAQs on Doing Business in Iraq - How do I get to Iraq? What security provisions should I consider? Where should I stay? The revised "Doing Business in Iraq FAQs," produced by the Iraq Investment and Reconstruction Task Force, will answer these and many other practical questions on visiting, trading with, and investing in Iraq. For the latest FAQs go to http://www.export.gov/iraq/pdf/iraq_faq_current.pdf or contact your local USEAC.

SABIT Training Program - The Special American Business Internship Training program (SABIT) enables U.S. companies and organizations to build relationships and explore commercial opportunities in Eurasian markets by facilitating interactions with counterparts from Eurasia. Structured as reimbursable awards, grants cover a share of the costs of hosting Eurasian managers and scientists for 3-6 months of hands-on training in U.S. business practices. The SABIT Grant Program not only satisfies the technical assistance needs of Eurasian economic development, but also provides a unique opportunity to facilitate cross-border cooperation with targeted individuals and organizations in Eurasia. SABIT Grants offset the most substantial costs of the training program, and work to mitigate the risks of doing business in Eurasia. A majority of U.S. hosts have entered into business relationships with their trainees in the form of joint ventures, distributorships, or contractual arrangements. Applications for its 2004 funding round are available at www.mac.doc.gov/sabit. The deadline is April 23. For more information, contact Patrick Brennan at Patrick_brennan@ita.doc.gov or 202-482-2077.

U.S.-Chile Free Trade Agreement - The U.S.-Chile FTA entered into force on January 1, 2004. At that time, more than 85% of two-way trade in consumer and industrial goods became duty free. Duties on other products will gradually be phased out over a 12-year period. In order to take advantage of the benefits for U.S. goods under this agreement, exporters will need to understand how to determine that their goods are originating or qualify for preferential duty treatment under the U.S.-Chile FTA Rules of Origin. To learn more about the U.S.-Chile FTA and its implications for U.S. exporters, go to: <http://www.buyusa.gov/chile/en/page26.html>. There you will find a copy of the U.S.-Chile FTA Handbook which covers topics such as: tariff elimination schedules, impact of the FTA on your product or service, rules of origin, documentation requirements, new opportunities for U.S. companies, frequently asked questions and more. You will also find complete instructions on completing the U.S.-Chile FTA Certificate of Origin.

Deemed Export Process Improvements and Guidance on Renewals and Updates - A deemed export is a release of technology or software of items subject to the Export Administration Regulations to a foreign national in the U.S. The frequency of license renewals has significantly increased primarily because of the greater scrutiny and time required for individuals to obtain permanent residency status or citizenship, which often exceeds the standard two-year validity period of an export license. These delays, combined with the rapid pace of technological advances, also have required exporters to seek upgrades in the technology licensed to enable them to continue to employ the foreign nationals for current products. In order to expedite the licensing process for deemed export license renewals and upgrades, the Bureau of Industry and Security has implemented an eleven-step process for improvements. For the details on each improvement, visit <http://www.bis.doc.gov/>.

Plastics Trade Mission to Toronto, Ontario, Canada - May 3-4, 2004 -This event will provide U.S. small-to-medium sized export-ready companies (SMEs) with an efficient and cost-effective opportunity to enter the Canadian plastics market. For further information, contact Madellon Lopes (416) 595-5412, ext. 227, Madellon.Lopes@mail.doc.gov or your local USEAC.

The China Market Development Program for US Building Materials - This program focuses on creating market demand for US building materials in China as well as outreach and education in the US for American exporters. The target market for the program is residential housing and building materials markets in China, and more specifically the regional markets of Beijing, Shanghai, Guangzhou and Chengdu. Activities will focus on promoting export of primary wood products, secondary-manufactured wood products, non-wood building materials and mechanical systems. For more information, go to <http://www.uschinabuild.org>.

Check Out These Valuable Resources:

- ✓ **Top Export Markets for U.S. Machinery** - A booklet prepared by the U.S. Department of Commerce/Office of Machinery highlights outstanding markets for U.S.-made machinery products, ranked by potential gain in export sales over the next two years. For each of twelve key machinery sectors, ten countries were identified as having the strongest market potential for U.S. products. For a free copy of "Top Markets for Machinery", email: Office.Columbia@mail.doc.gov.
- ✓ **More Than 70 New Industry Reports Posted Recently at:** www.export.gov/marketresearch.html. Examples include: Ukraine - Agriculture Machinery and Equipment; China - Software Industry; Vietnam - Food Processing & Packaging Machinery; Poland - Sporting Goods; Jamaica - Drugs & Pharmaceuticals; Brazil - How to Send Samples and Equipment for Trade Shows; Israel - Building Products; Czech Republic - Environment Remediation; Saudi Arabia - Auto Parts.



Trade Calendar for North and South Carolina March - May 2004

North Carolina:

March 9:

The U.S.-Singapore Free Trade Agreement: How Can Your Business Benefit? On January 1, 2004, the bilateral Free Trade Agreement between the U.S. and Singapore went into force. This live videoconference will connect attendees with the U.S. Commercial Service office in Singapore to discuss opportunities resulting from the FTA. **Sponsors:** Charlotte USEAC, U.S. Commercial Service Asia Now Team, Minority Business Development Agency; **Location/Time:** Charlotte USEAC, 521 E. Morehead St., Suit 435, Charlotte; 7:00 - 8:30 p.m. **Cost:** Free, but space is limited and pre-registration is required.. **Contact:** Juanita Harthun, Charlotte USEAC, 704-333-4886, Juanita.Harthun@mail.doc.gov.

March 17:

How to Increase Foreign Inbound Tourism - A Live Video Conference with USA Tourism Specialists in London: Learn how to attract more UK tourists to the mountains. **Sponsors:** Charlotte USEAC, U.S. Small Business Administration **Location/Time:** UNC Asheville; 9:00 a.m. - 12:00 noon **Cost:** \$10. **Contact:** Shannon Healey, Charlotte USEAC, 704-333-4886, Shannon.healey@mail.doc.gov.

April 14:

How to Increase Foreign Inbound Tourism - A Live Video Conference with USA Tourism Specialists in London: Learn how to attract more UK tourists to the mountains. **Sponsors:** Charlotte USEAC, U.S. Small Business Administration **Location/Time:** Appalachian State University, Boone; 9:00 a.m. - 12:00 noon **Cost:** \$10. **Contact:** Shannon Healey, Charlotte USEAC, 704-333-4886, Shannon.healey@mail.doc.gov.

May 19:

How to Increase Foreign Inbound Tourism - A Live Video Conference with USA Tourism Specialists in London: Learn how to attract more UK tourists to the mountains. **Sponsors:** Charlotte USEAC, U.S. Small Business Administration **Location/Time:** Western Carolina University, Cullowhee; 9:00 a.m. - 12:00 noon **Cost:** \$10. **Contact:** Shannon Healey, Charlotte USEAC, 704-333-4886, Shannon.healey@mail.doc.gov.

South Carolina:

March 24:

Video Market Briefing with the U.S. Commercial Service in Toronto, Ontario - (This event was originally scheduled for Feb. 26th but was cancelled due to inclement weather.) SC companies are invited to attend a live videoconference with the U.S. Commercial Service in Toronto, Ontario, to learn about export sales opportunities in Canada. Commercial Specialists at the American Consulate General in Toronto will provide a market overview and offer their recommendations as to the best sales prospects for Carolina firms. Attendees will also learn about RepCan 2004 - see article at bottom of this page. **Sponsors:** Greenville USEAC and S.C. Department of Commerce **Location/Time:** SCDOC Presentation Center, 15th Floor, SouthTrust Building, 1201 Main Street, Columbia; 9:00 - 12:00 noon. **Cost:** Free, but registration is requested as seating is limited. **Contact:** Denis Csizmadia, Greenville USEAC, 864-271-1976, denis.csizmadia@mail.doc.gov or Amy Thomson, SCDOC, 803-737-0488, athomson@sccommerce.com.

April 14:

Destination Central America: Are You Ready for CAFTA? - This ½ day program will cover 1) doing business in Central America, 2) what you need to know about the Central American-U.S. Free Trade Agreement (CAFTA) and its effect on business relationships and economic growth, and 3) enforcement of U.S. international trade agreements. Speakers include: Mitch Larsen, Senior Commercial Officer, U.S. Commercial Service, Guatemala, a representative from the Trade Compliance Center, USDOC and a panel of SC firms doing business in Central America. **Sponsors:** Columbia USEAC and S.C. Department of Commerce **Location/Time:** SCDOC Presentation Center, 15th Floor, SouthTrust Building, 1201 Main Street, Columbia; 12:00 noon - 4:00 p.m. **Cost:** \$25 includes box lunch. **Contact:** Jayne Woodward, Columbia USEAC, 803-253-3612, jayne.woodward@mail.doc.gov or Amy Thomson, SCDOC, 803-737-0488, athomson@sccommerce.com. (Space is limited, early registration encouraged.)

April 22:

Finding and Managing International Trade Representatives - This ½ day program will cover 1) locating, targeting and screening representatives, 2) contracts, 3) managing and motivating reps; and 4) severing the rep relationship. Speakers, all members of the S.C. District Export Council, include: Cecilia Shepherd, Compass International, Inc.; Dorette Coetsee, S.C. Export Consortium; David Dubberly, Nexen Pruet Jacobs & Pollard, LLC; Jim Cox, TradeSouth, LLC; David Cloer, International Industries Corp.; Dalhi Myers, Haynesworth Sinkler Boyd; Ann Watts, Columbia U.S. Export Assistance Center; and Clarke Thompson, S.C. Department of Commerce. **Sponsors:** S.C. District Export Council and the Columbia USEAC, **Location/Time:** SCDOC Presentation Center, 15th Floor, SouthTrust Building, 1201 Main Street, Columbia; 1:00 - 4:00 p.m. **Contact:** Ann Watts, Columbia USEAC, 803-765-5345, ext. 3, ann.watts@mail.doc.gov.



RepCan 2004 - Toronto, Ontario - June 16-17, 2004

In its eighth year of success, RepCan 2004 is a terrific way for U.S. companies to penetrate the Canadian Market or expand their existing sales in the **\$1.4 billion a day** U.S.-Canada trade relationship. Hosted by the American Consulate in Toronto, RepCan 2004 includes two full days of carefully screened one-on-one meetings with qualified Canadian representatives, distributors, and prospective business partners. Cost: \$1,200 (Less a \$200 fee waiver from the S.C. District Export Council for the first five qualified registrants). For more information, contact Denis Csizmadia, Greenville USEAC, 864-271-1976, denis.csizmadia@mail.doc.gov or Amy Thomson, SCDOC, 803-737-0488, athomson@sccommerce.com.

